



Sands  
Application Information

## **Marketing & Communications Officer**

---

April 2023

# About Sands

---

Sands exists to save babies' lives and ensure that anyone affected by pregnancy loss or baby death receives the support and care they need.

We provide bereavement support services both nationally through our Freephone helpline, online community and resources, as well as locally through a network of around 100 regional support groups based across the UK and run by trained befrienders.

Working in partnership with professionals, trusts and health boards, we offer a range of training programmes and bereavement care resources to ensure that every bereaved parent and family receives the best possible care wherever they are in the UK.

Additionally, we promote improvements in practice and support research to better understand the causes of deaths and save babies' lives.

Sands raises awareness of baby loss and works with government, key influencers and other stakeholders to make reducing the number of babies dying a priority nationally and locally.

Over the past 45 years, Sands has grown into a national charity with a powerful vision shared by dedicated volunteers, fundraisers, members, donors, healthcare professionals, partners, staff and bereaved parents and families.

Sands has grown its income by 40% since 2012 and, as part of our strategic plan, is focusing on how we can make the biggest difference to the lives of bereaved families and save babies' lives. To find out more, visit [www.sands.org.uk](http://www.sands.org.uk)

Our vision at Sands is for a world where fewer babies die and anyone affected by the death of a baby receives the best care and support for as long as they need, wherever they live in the UK.

Join us and help create a world where fewer babies die.

# Sands Staff Benefits

---

## Annual Leave

Staff receive 28 days annual leave per annum pro rata, plus bank holidays. Staff will be required to take 3 days annual leave during the period between Christmas & New Year.

## Employee Assistance Services

As part of its commitment to employee wellbeing, Sands offers all Staff access to the Bupa employee Assistance service which offers free and confidential counselling and wellbeing support. Support is available on a range of issues including legal, financial, emotional, health, and work-related concerns.

## Sand Cycle to Work Scheme

Sands has teamed up with Cycle Solutions to provide a Cycle to Work Scheme, which you can join to make considerable savings on the cost of a new bike and equipment.

## Sands Pension Scheme

Subject to eligibility, you will be automatically enrolled into the Aviva Personal Pension scheme as soon as your employment commences. You can decide whether to remain in the scheme and/or make additional voluntary contributions if you wish.

## Life Insurance

All Staff are covered by a Life Insurance Policy which pays 3 x annual salary to nominated beneficiaries. Staff also have access to Canada Life's WeCare wellbeing platform including 24/7 online GP, mental health counselling and financial and legal support. Additionally Staff have access to Bereavement Counselling and a Probate Helpline.

## Flexible Working

All Staff can apply for flexible working with effect from their first date of employment.

## Maternity Pay

Staff on maternity leave are paid their full salary for the first 26 weeks of their period of leave.

## Leave for the Death of a Baby or Pregnancy Loss

Any member of Staff affected by the death of baby or pregnancy loss will be granted leave paid at their normal salary, regardless of the type of loss.

## Sands is a vibrant, growing charity!

With a clear strategy, Sands is repositioning as a learning, developing organisation which aims to achieve excellence through people and offers a collegiate, collaborative working environment – making it an especially exciting time to join the charity.

**Sands is an inclusive and diversity-friendly employer. We are committed to promoting equality, valuing diversity and working inclusively. We welcome and encourage applications from people of all backgrounds and do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age or any other category protected by law.**

# About the role

---

This role plays a pivotal part in planning and delivering marketing and communications activities to key audiences, such as supporters, volunteers, journalists, ambassadors and staff. Integrated marketing campaigns are integral to Sands' growth and are key to driving brand awareness, reach, engagement, income growth and social change.

The duties of the role include writing, editing, co-ordinating and publishing content across various channels, including Sands' website, social media, email, and print and online marketing materials. You will need to work closely with other internal teams to plan and implement communications and marketing campaigns to drive awareness or income, while progressively improving organisational understanding of what works for different audiences.

You will also support the Marketing & Campaigns Manager in the delivery of our major integrated campaigns and appeals, and work closely with other members of the Engagement team to support all communications aims and outcomes.

An excellent communicator and team player, you will have a sound knowledge and experience of social media, including Facebook, Twitter, Instagram and related platforms. With paid online marketing experience (e.g. in PPC or Social Media), comfortable using digital tools (e.g. Google Analytics) and be able to write engaging copy with good editorial skills.

This role will specialise in leading marketing and communications support of the **Research, Education and Policy department**, which covers a range of work including our work to save babies' lives, training and education, and influencing policy through campaigning and advocacy.

The role will also work across a variety of other teams, projects, campaigns and activities.

## To apply:

---

Please submit your CV, together with a supporting statement that demonstrates how you meet the criteria in the person specification to [recruitment@sands.org.uk](mailto:recruitment@sands.org.uk).

CVs and supporting statements should be sent as attachments to an email in either Word or PDF format. The title of the attachments should be your first name, surname and either CV or supporting statement e.g. "Robert Harvey CV"

Please also complete the Diversity and Equality Monitoring Form and send this with your application.

**Closing date for applications :** 10<sup>th</sup> May 2023

**Interview Date:** w/c 22<sup>nd</sup> May 2023

As we have limited staff resources we are unable to provide candidates with feedback about their applications. **Interviews will be held online.**

# Job Description

<b>Job Title:</b>	Marketing & Communications Officer
<b>Responsible to:</b>	Marketing & Campaigns Manager
<b>Department:</b>	Engagement
<b>Location:</b>	Home-based
<b>Contract:</b>	Permanent
<b>Salary:</b>	£33,750 per annum plus £312 per annum Home Working Allowance
<b>Hours:</b>	35 hours per week (9.30am to 5.30pm but flexible hours will be considered)

---

## **Main Purpose of Job:**

This role plays a pivotal part in planning and delivering marketing and communications activities to key audiences, such as supporters, volunteers, journalists, ambassadors and staff.

The post holder will write, edit, co-ordinate and publish content across various channels, including the website, social media, email, and print and online marketing materials. They will work closely with other teams to plan and implement communications and marketing campaigns to drive awareness or funds, while progressively improving organisational understanding of what works for different audiences.

They will also support the Marketing & Campaigns Manager in the delivery of our major integrated campaigns and appeals, and work closely with other members of the Engagement team to support all communications aims and outcomes.

This role will specialise in leading marketing and communications support of the **Research, Education and Policy department**, which covers a range of work including our work to save babies' lives, training and education, and influencing policy through campaigning and advocacy.

The role will also work across a variety of other teams, projects, campaigns and activities.

## **Key responsibilities:**

### **Marketing Delivery**

Support the Marketing & Campaigns Manager and other colleagues to develop and deliver a range of appeals and targeted campaigns.

This could include:

- Marketing our training services to healthcare professionals and employers
- Mobilisation and change campaigns
- Communicating our professional knowledge, research and insights in easy-to-understand language
- Promoting events, seminars, conferences
- Individual Giving appeals and supporter acquisition for major campaigns

### **Digital**

Support the Digital Engagement Lead & Officer to

- Develop, manage and update content for websites
- Support the management of social media communities, monitoring accounts, comments and ads
- Create content or spot opportunities to curate user-generated content
- Plan and create multimedia communications materials
- Research the digital environment, spot opportunities, prioritise and flag key opportunities for engagement, fundraising and support services
- Develop and create email marketing and communications plans for key campaigns and activities

### **Media & PR**

- Field enquiries from stakeholders including journalists, politicians and volunteers
- Create press releases and statements as needed
- Maintain library system for press cuttings, monitor cuttings and report



## **Brand & Communications**

- Produce, edit and send communications for external and internal audiences, dealing sensitively with those whose personal experiences might be featured
- Helping to distil complex written information into easy-to-understand language for supporters and members of the public
- Provide creative, editorial and operational support for Engagement projects and report on progress
- Support with A/V content creation e.g. podcasts and videos, or amend simple design assets in Canva
- Proofread materials e.g. ecomms; reports, guides

- Support other teams with project briefing process
- **General**
  - Be a core member of the Engagement team and wider Income & Engagement department, working in collaboration with colleagues in other departments to deliver strategic objectives
  - To work flexibly and manage multiple priorities at once
  - To undertake other duties as required by the Head of Digital & Engagement, Director of Income & Engagement and senior leadership from time to time
  - To maintain confidentiality over personal information relating to staff
  - Abide by all Sands Policies and Procedures
  - Undertake all mandatory training as required
  - Participate in annual appraisal and personal development review
  - The post holder must familiarise themselves with matters relating to Health & Safety Management, as affecting themselves, their department and the organisation as a whole
  - Promote Sands' vision and values at all times

This Job Description is not contractual and is liable to change over time.

# Person Specification

---

## Core Competencies

Importance	Criteria	Assessment
Essential	Excellent attention to detail balanced with an ability to work iteratively	Application and interview
Essential	Excellent communicator with strong interpersonal skills and a good team player	Application and interview
Essential	Strong organisational skills	Application and interview
Essential	Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application and interview
Essential	Empathy with Sands and its aims	Application and interview

## Skills and Experience

Importance	Criteria	Assessment
Essential	Demonstrable experience in a similar role	Application and interview
Essential	Ability to write engaging copy and good editorial skills – particularly when given complex information to communicate	Application, Interview, Task
Essential	Basic design skills (such as use of Canva)	Application and interview
Essential	Experience of online marketing and e-newsletter distribution (such as Mailchimp)	Application and Interview
Essential	Knowledge of and confidence using digital analytics tools (e.g. Google Analytics)	Application and Interview
Essential	Knowledge of how a press office works and ability to work with the media	Application and interview

Essential	Sound knowledge and experience of social media, including Facebook, Twitter, Instagram, and related platforms	Application, Interview, Task
Desirable	An understanding of maternity, health care policy and practice across the UK	Application and interview
Desirable	Knowledge of digital campaigning and related online platforms and software (e.g. Impact Stack)	Application and interview
Desirable	Paid marketing experience (such as in PPC or Social Media)	Application, Interview, Task
Desirable	AV skills (such as basic video production, editing, podcast recording)	Application and interview
Desirable	Experience of web content management systems (e.g. Drupal)	Application and interview
Desirable	Experience of working with outside agencies	Application and Interview